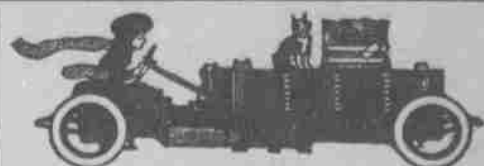


—THE—

## Automobile Show



The automobile show opens Monday at the Auditorium in Richards street, and for one week the devotees of the little gasoline god will see all of the best that the 1913 market affords in the way of automobiles, trucks, and accessories. Preparations for the big show have been going on for weeks and all of the dealers are represented in the division of space. The Auditorium has been beautifully decorated for the big show and visitors to that place will see one of the most elaborate exhibitions ever given in the west. Ideas have been brought here fresh from the New York show, recently held, and have been used in the general arrangements of the displays.

The auto show will be open all of next week, beginning Monday and winding up late Saturday night. There will be special music and features of various kinds to entertain the crowds, but it is safe to say that nothing will be quite as entertaining as the dissertations on the various new points of vantage in the 1913 models. All of them will be there. The local auto dealers have carried their competition to a keen rivalry in the matter of exhibits and popular cars have been surrounded with decorations that set them off to splendid advantage.

Utah is not as far advanced in auto culture as the state should be. Probably the absence of long stretches of good roads has had something to do with the slow development of the auto industry and the fact that less than 3,000 cars are being used by persons in this state. But the auto enthusiasts, the dealers, the farmers, the manufacturers and in fact nearly every class of citizens have reached the point where better roads are not only demanded but are more of a reality. The good roads doctrine has permeated every corner of the state, cities, towns and counties being inspired by the gospel of better highways. The coming of the transcontinental highway, the co-operation of the legislature and the willingness of several counties to make road appropriations in excess of money spent in the past augur well for the future of Utah's highways and the wider sale of cars throughout the state.

Auto dealers who use the automobile show as an artificial stimulant, as well as a medium for showing off the good points in the 1913 models, expect the coming season to be one of the best in Utah's history so far as the auto business is concerned.

The auto show is in the hands of a capable, enterprising committee of dealers and every detail looking to the entertainment and comfort of guests has been attended to. The man with sufficient fortune to provide himself with several cars, the man who finds it convenient to use one and those who show symptoms of acquiring machines, as well as the

average admirer whose income still needs nourishing before he can avail himself of a joy wagon, will find sufficient interest in the coming exhibit.

\* \* \*

It has been estimated that fully 600,000 automobiles will be marketed this year, nearly two-thirds as many cars as have been manufactured since the beginning of the automobile industry. By some, however, it is believed that this estimate is altogether too high and that in permitting such a statement to be issued manufacturers are acting against their own interests. The turning out of automobiles in such large quantities naturally suggests new short cuts. It is but natural to hark back to the bicycling days and to recall the rapid decline in price of that pleasure vehicle. Upon reading of the tremendously increased output of automobiles thousands of possible buyers may jump to the conclusion that prices must necessarily be lowered because of so vast a production as was the case with bicycles, and these possible buyers may in consequence decide to await the coming of a lower price level. In this way the news of such a large output of automobiles is as likely to harm as to help the industry.

\* \* \*

There are in Great Britain today 90,953 privately owned automobiles, according to official returns for 1912: 76,771 privately owned in France and 44,467 in Germany. These figures do not include commercial vehicles, motorcycles or the various types of three-wheel vehicles. All cars owned by manufacturers or agents and operating under trade numbers are also excluded in the figures for France. The returns show England to be far in advance of other European countries in the number of privately owned cars, leading France by 14,183 cars and Germany by 46,486.

\* \* \*

There was a total of 456 deaths through automobile accidents in Greater New York from 1907 to 1911, out of a total of 18,323 accidental deaths, according to Frederick L. Hoffman, statistician of the American Museum of Safety. This figure of 456 automobile deaths compares with 1,147 deaths by wagons, and refutes the general impression that the automobile is the modern Juggernaut. In other words, there is an average of 91 deaths a year by automobiles as compared with an average of 230 by wagons. These figures can be regarded as accurate, as great care has been taken by the museum in this death record.

\* \* \*

J. Charles Schaf, who is well-known through his connection with the automobile industry in Indianapolis, Ind., left last Saturday on the Princess Victoria Louise, with his son, J.

Charles, Jr., for Panama and a trip through the West Indies. The youngster, who is piloting Papa around, is one of our most enthusiastic "racing bugs." He drives a big six-cylinder beast that can do about eighty miles an hour, and then some. When the series of alleged revolutions was taking place down in Mexico, near the border line some months ago, J. Charles, Jr., and a couple of his cub speed friends went down to investigate and learn conditions at first hand. They wanted to see all the battles and come home to tell about it. All they could find in Mexico, however, were a lot of lazy soldiers lying around asleep under shady trees. The boys had the customs officials nearly crazy inspecting and re-inspecting their car all day long, for they crossed and re-crossed the border line about a dozen times a day.

Your automobile is waiting for you.  
Purdue's Automobiles and Taxicabs.

Anywhere at Any Time.

Phone for Rates.

Phone: Wasatch 5 or 1506.

Discriminating smokers ask for La Tasador—they know the cigar (Adv.)

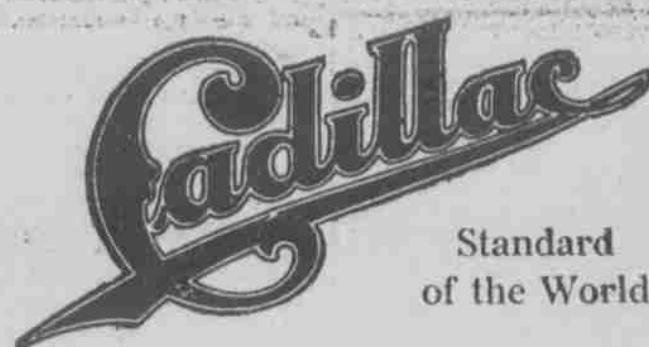
"Why do you preach such long sermons, Rector?"  
"Because it impels the congregation to give me long vacations."  
"He's as straight as a string."  
"Naturally" many girls would like to tie up with him."

EXHIBITS OF AUTOS  
IN THE BIG SHOW

Following is a list of automobile and auto supply companies to exhibit in the big show next month:

- Sharman Automobile company, Studebaker Bros. company, Cartecar Automobile company of Utah, Salt Lake Automobile company, Monarch Motor Car company, Randall-Dodd company, White Automobile company, Botterill Automobile company, Velle Automobile company, Wright Automobile company, Speedwell Automobile company, Speedwell Automobile company, Alkire Smith Automobile company, J. I. Chase Threshing Machine company, A. O. Whitmore Electric company, Bertram Motor Supply company, Salt Lake Hardware company, Botterill Accessory company, Bicycle Supply company, Western Arms & Sporting Goods company, J. Louis Anderson, Lon Clafflin, Continental Oil company, Cheesman Automobile company, Utah Oil Refining company, Austin Tire & Rubber company, Saltair Speedway company.

Stick to Stickney's. (Adv.)



Progress. This in a word is "The Story of the Cadillac." Since the inception of the industry the Cadillac has become increasingly the criterion of excellence in practical construction. Each year the public looks to the Cadillac for that which represents the real progress in the development of the motor car; not for fads, not for features whose value ends in their utility as "talking points!" not features which are here today and gone tomorrow; but features which are practical and features which mark real and substantial advancement.

## Sharman Auto Co.

43-45 West Fourth South, Salt Lake City.